

P-29: Tobacco Survivor Challenge

Venue: Community

Goal: Promoting Cessation of Tobacco Use

Sponsoring Organization: Spokane Regional Health District Tobacco Prevention & Control Program

Abstract: The Spokane Regional Health District (SRHD) partnered with the Eastern Washington University (EWU) Health and Wellness Prevention Services Office (HWPS) to develop a 5 week cessation “Survival Challenge” patterned after recently popular reality-based TV shows. The purpose of the event was to raise student awareness of tobacco issues and to promote the start-up of cessation classes sponsored by college staff on the EWU campus. Campus students selected to participate were challenged to “survive” being smoke-free. Participants attended a weekly cessation class and were given challenges centered around their individual triggers to smoke. Campus media interviewed the participants, covered their challenges and documented their progress on the journey of cessation. Posters and buttons were created for other students to wear in support of their favorite “Survivor”. The event is in the process of being planned again.

Recommendations: Involve students in the development, promotion and implementation of the project to ensure that the project is relevant to college students. Work through campus organizations. Work with the College’s Institutional Review Board to avoid problems that could significantly alter or stop the project. Specify realistic goals for the project. Keep it positive, honest and fun!

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